GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4010
ANSWERED ON:18.04.2002
REVENUE EARNED BY DOORDARSHAN/AIR
AVSM, BRIG.(RETD.) KAMAKHYA PRASAD SINGH DEO;RAM PRASAD SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the revenue of Doordarshan/AIR is declining for the last few years;

(b) if so, the details thereof and the reasons therefor;

(c) the revenue earned by Doordarshan and All India Radio from various sources during the last three years, year-wise;

(d) whether Prasar Bharati has formulated any special plan or programme for raising its revenue during the Tenth Plan without affecting the quality of programmes; and

(e) if so, the details thereof?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (c): The revenue earned by AIR & Doordarshan during last three years is given below:

(Rupees in crores)

Year	AIR	Doordarshan
1999-2000	80.84	597.19
2000-2001	73.90	637.51
2001-2002	87.45 (up to Feb`02)	615.20

(d) & (e): Prasar Bharati have initiated a number of steps, within the parameters of Public Service Broadcaster, to increase its revenue generation. The strategy, inter alia, adopted by Prasar Bharati in this regard is : -

(i) to optimally utilize its infrastructure facilities by renting out the same to government organizations/private broadcasters;

(ii) to improve its marketing mechanism;

(iii) to make sustained efforts to obtain funds from various Government departments for making in-house programmes.